IN THE CLAIMS:

Please amend claims 1 and 9, cancel claims 2 and 11 and add new claims 13-16 so that the claims hereafter read as follows:

1.   (Currently Amended) A method for doing business comprising:

providing an individual with a virtual environment and at least one virtual element within said virtual environment, wherein said virtual environment is configured so that additional virtual elements can be introduced into said virtual environment, and wherein at least one of said virtual elements comprises a virtual character comprising a behavior state, an emotion state and a learning state, and wherein said behavior state, said emotion state and said learning state are capable of changing in response to (i) stimuli received from within said virtual environment and/or (ii) commands from outside of said virtual environment; and

enabling a customer to add an additional virtual element to the virtual environment, ~~in response to the purchase of a product.~~

wherein the enabling is effected by: (i) requiring the customer to buy a product which is different than the additional virtual element, and (ii) as a consequence of the customer's purchase of the product, supplying the customer with access to the additional virtual element, whereby to induce the customer to buy the product.

2.   (Canceled)

3.   (Original) A method according to claim 1 wherein the product comprises a good.

4.   (Original) A method according to claim 1 wherein the product comprises a service.

5.   (Original) A method according to claim 1 wherein the product is purchased by the customer on-line.

6.   (Original) A method according to claim 1 wherein the product is purchased by the customer at a physical location.

7.   (Original) A method according to claim 1 wherein said additional virtual element is delivered to the customer on-line.

8.   (Original) A method according to claim 1 wherein said additional virtual element is delivered to the customer on electronic storage media.

9.   (Currently Amended) A method according to claim 1 wherein said additional virtual element is configured to change state in response to stimuli received from within said virtual environment and/or commands from outside said virtual environment.

10.   (Original) A method according to claim 1 wherein said additional virtual element comprises a virtual character.

11.   (Canceled)

12.   (Original) A method according to claim 1 including the further step of tracking the results of customer interaction through metrics specific to a measure of Brand Involvement.

13.   (New) A method according to claim 1 wherein access is effected by physical delivery of media containing a representation of the virtual element.

14.   (New) A method according to claim 13 wherein the media contains computer software.

15.   (New) A method according to claim 1 wherein access is effected by delivering an access code to the customer, such that the customer can use the access code to introduce the additional virtual element to the virtual environment.

16.   (New) A method for doing business comprising:
providing an individual with a virtual environment and at least one virtual element within said virtual environment, wherein said virtual environment is configured so that additional virtual elements can be introduced into said virtual environment, and wherein at least one of said virtual elements comprises a virtual character comprising a behavior state, an emotion state and a learning state, and wherein said behavior state, said emotion state and said learning state are capable of changing in response to (i) stimuli received from within said virtual environment and/or (ii) commands from outside of said virtual environment; and
enabling a customer to add an additional virtual element to the virtual environment,

INGEENI-2

wherein the enabling is effected by: (i) requiring the customer to buy a product which is different than the additional virtual element, and (ii) as a consequence of the customer's purchase of the product, supplying the customer with access to the additional virtual element, whereby the additional virtual element further induces the customer to buy another product.